

YOUR FIVE DAY WRITING SUCCESS MINI-COURSE

Created by Jurgen Wolff, incorporating the ideas of Donny Deutsch

On his CNBC blog, ad man and Big Idea guru Donny Deutsch shared his principles of success. Deutsch doesn't have any connection to this mini-course, but I'm grateful to him for sharing these strategies. For lots of great information on marketing, innovation, and creativity, check out his Big Idea blog at www.cnbc.com.

I suggest you consider one of the following techniques each day for the next five days and do the assignments that I have added. Don't let their simplicity fool you—the secret of making them work is to actually implement them.

DD strategy 1: “SAY ‘WHY NOT ME?’ - I always tell people you have to say "Why Not Me?" But you can't just say it, you have to own it! Every single one of us has a dream but in order to win you have to make a conscious decision to pursue that dream and only then can you win BIG!



Your assignment for today: Identify your most cherished writing dream. Vividly imagine what you will see, hear, feel, taste (champagne, anyone?) and even smell (the fresh pages of your newly-published novel? The popcorn you order at the showing of the film you wrote?) when you have achieved it.

DD strategy 2: “DON'T BE AFRAID OF FAILURE! - Don't allow yourself to be crippled by fear of failure, that truly is the definition of not winning. If you do nothing, your failure is guaranteed! Even if you don't win the first time, you're still in the exact same place you would be if you didn't do anything at all. You've lost nothing. DOING is the ultimate win.”



Your assignment for today: Identify the three top fears that have stopped you from giving your full commitment to your writing dream, or the three obstacles that have stood in your way. Look at them rationally and brainstorm how you can get around them, step by step.

DD strategy 3: “NEVER TAKE NO FOR AN ANSWER - I've heard dozens of stories from successful entrepreneurs who kept going back time after time after hearing no. You'll never win if you take no for an answer. If you get 100 doors slammed in your face, go to door 101. Keep knocking until you find the person who will say yes to your dream.”



Your assignment for today: Identify the next three people (agents, editors, publishers, or other) you will approach with your project. When you have written the query letter or proposal, send it out and identify the next three people you will approach if the current three are not smart enough to see the potential of your project.

DD strategy 4: “SURROUND YOURSELF WITH PEOPLE SMARTER THAN YOU -Winning depends on the kind of team you have around you. Surround yourself with people who share your passion, drive and know more than you do!”



Your assignment for today: Identify the one area in which you are weakest. This might be some aspect of writing or perhaps marketing your own work. Then identify who could help you learn more about this or do it for you. The information might be in a book (naturally, I recommend my own book, “Your Writing Coach,” but there are dozens of good books out there on every facet of writing), or it might be in the person of an agent or editor who you contact via email or invite to lunch to pick their brains, or it might be in the form of a workshop. Take the steps to learn what you need to.

DD strategy 5: “DO IT DIFFERENTLY – One of the first pitches I worked on was for Tri-State Pontiac. At the time, we had no car experience and no TV experience which is exactly what Tri-State Pontiac was looking for! My colleagues and I were trying to figure out something "out of the box" to get us noticed. And then it came to us - used car parts! Over the course of a twelve-hour day we delivered a different car part to the client every half hour. A headlight with a tag that read "We'll give you bright ideas", a fender that read "We'll protect your rear-end". Our idea could have backfired and upset the client but luckily the client thought it was clever. Winners think outside the box. They do it cheaper, faster, better, smarter and more colorful.”



Your assignment for today: Decide on the next step you need to take on your road to writing success. Then brainstorm at least three different ways to do it (different from the conventional way). Choose the one that you believe has the best chance of working, and do it.

If you have any thoughts about this mini-course, or comments on how it's working for you, please do let me know by sending an email to J4London@aol.com. You will find tips and techniques like this five days a week on my blog: www.timetowrite.blogs.com. You'll also find lots of useful information in my book, 'Your Writing Coach,' published by Nicholas Brealey, and the associated website: www.yourwritingcoach.com. Further free information is at www.timetowrite.com.

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